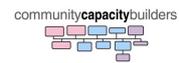


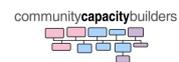
Social Value Proposition



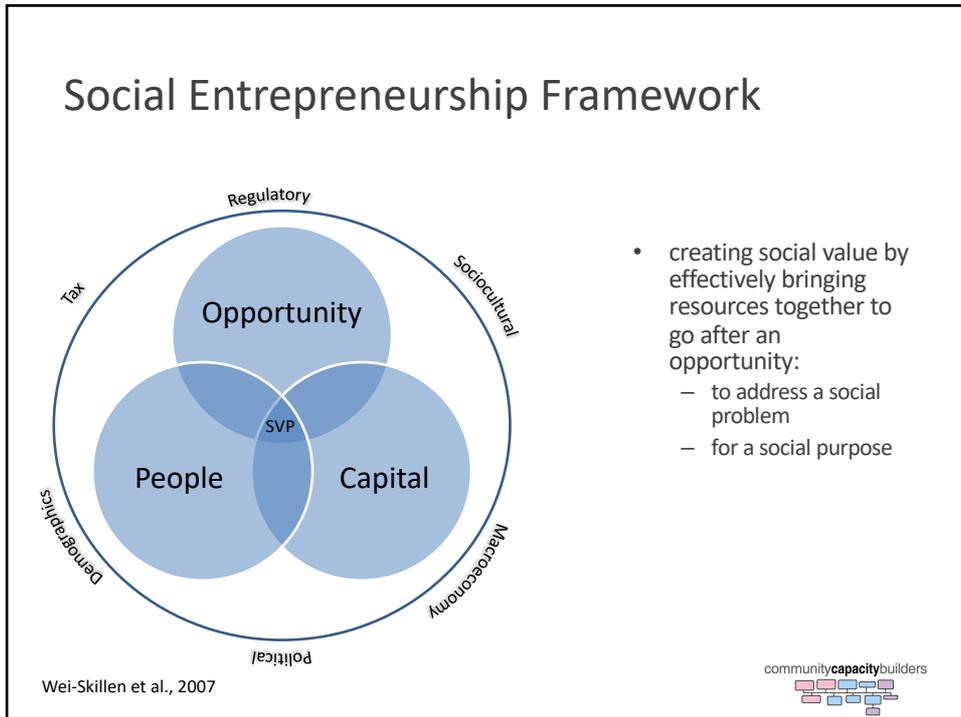
1

Social Value Proposition (SVP)

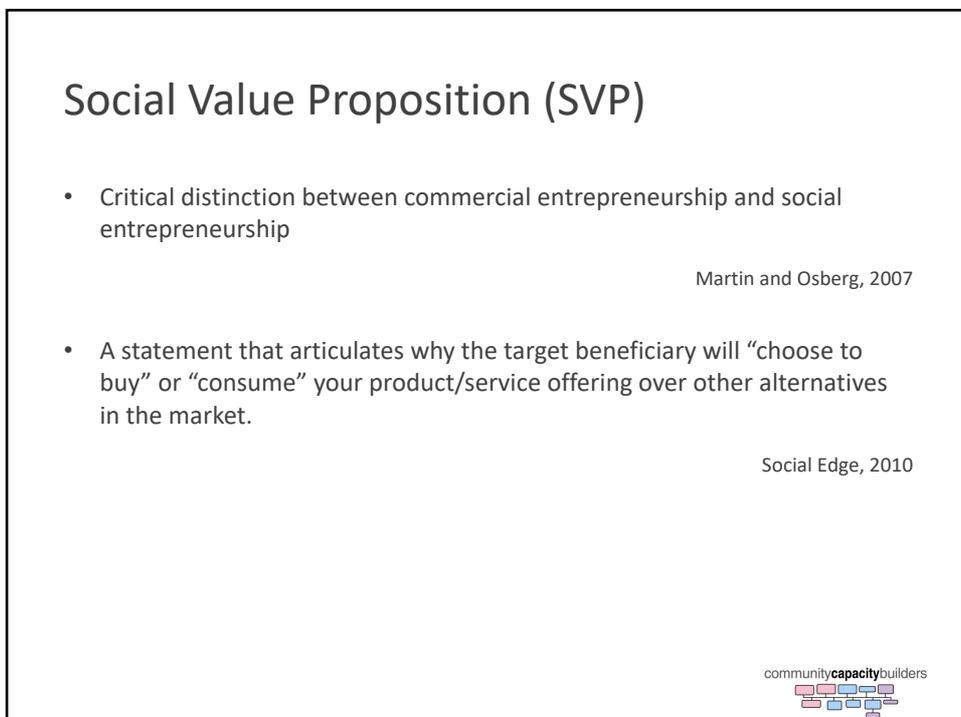
- The value to your customers from your products and/or services.
- It is why your customers purchase or access your products and/or services.



2



3

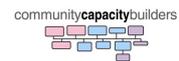


4

Social Value Proposition (SVP)

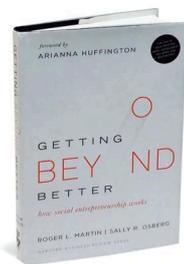
- Social value proposition requires a social entrepreneur to analyse, understand and deliver on three elements:
 - Capability
 - Social Impact
 - Cost

Edgington, 2010



5

Value Equation



- To be successful an innovation's value to society must outweigh its cost

Martin and Osberg, 2015, p. 133



6

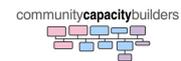
Value Equation

Successful Social Innovation = Value to Society – Cost of Innovation

Martin and Osberg, 2015, p. 133

- Can restructure the value equation by:
 - Increasing value with no increase in cost
 - Maintain existing value at lower cost
 - Doing both: driving up value and driving down costs

Martin and Osberg, 2015, p. 135



7

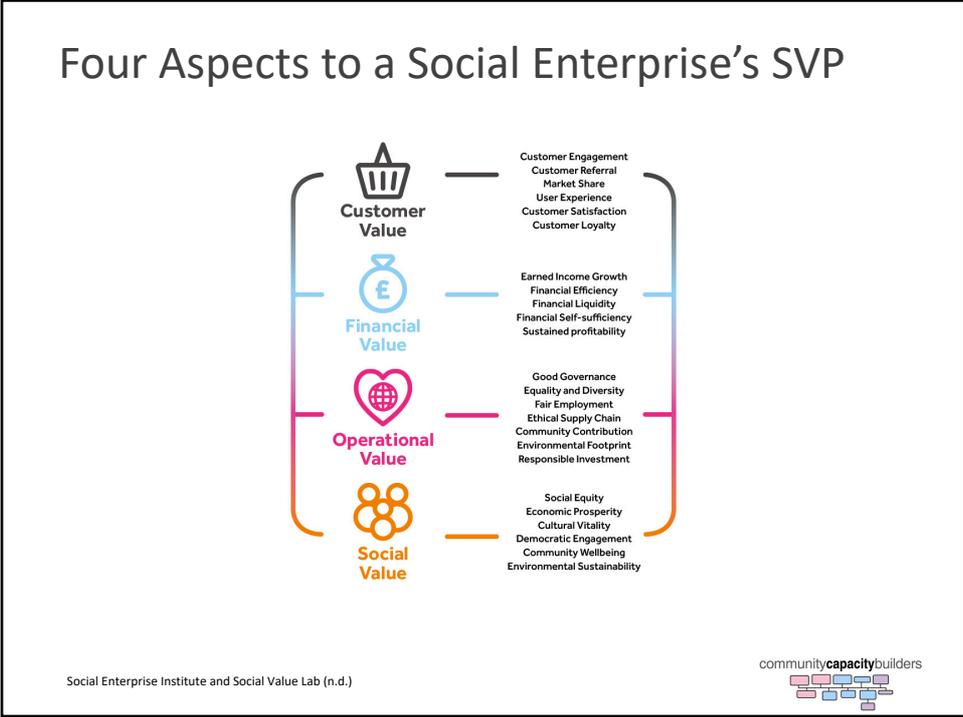
Four Aspects to a Social Enterprise's SVP

- **Customer Value.** Ways that you can show you are better than your competitors at reaching customers, solving their problems, meeting their needs and wants, and ensuring they come back.
- **Financial Value.** Ways that you can show you are achieving your mission in a financially sound, sustainable, and largely self-sufficient way (in other words, how you keep your finances healthy and avoid relying heavily on others for funding).
- **Operational Value.** Ways that you can show you are operating more responsibly than our competitors, in the way that your organization is governed, supports employees, sources supplies, treats the environment, and invests in communities.
- **Social Value.** Ways that you can show your work solves pressing social or environmental problems and brings positive change to the people, families and communities you serve.

Social Enterprise Institute and Social Value Lab (n.d.)



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Social Value Proposition

- A good social value proposition should consist of two parts:
 1. Statement of value
 - [Name of organization] provides [products/services], which are [statements of key differentiators], for [target beneficiaries], and thereby creates [statement of social value/impact], unlike [competition].
 2. Evidence for the value proposition
 - Over the past xx years, we have helped xxxx beneficiaries, creating (list of) benefits for each, compared to (the alternative)

Social Edge (2010)

community**capacity**builders

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Social Value Proposition

- Example

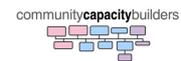
1. Statement of value

- *‘For the millions of people in India with cataract blindness, the Aravind Eye Care System profitability provides diagnosis, treatment, and post-operative care, which is 100% safe, has a greater than 95% chance of cure, is less than 1/5 of the cost of comparable care, and is free for those who cannot afford to pay. Unlike government run hospitals, Aravind provides high-quality cataract surgery in a professional and ethical manner, serving all patients with dignity. Unlike those who do not receive quality surgery, patients are able to return to productive lives.’*

2. Evidence for the value proposition

- *‘Over the past 33 years, Aravind Eye Care has successfully performed cataract surgery on over 2.4 million patients in India, with nearly 60% of the surgeries performed for free, and all of the surgeries performed for less cost and with higher accuracy (fewer adverse events) than alternative hospitals.’*

Social Edge (2010)



11

References

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- Martin, R. L., & Osberg, S. (2015), Getting beyond better: How social entrepreneurship works, Harvard Business Review Press, Boston.
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- The Social Edge (2010), Exercise 1: Value Proposition, viewed 1 October 2010, <<http://www.socialedge.org/features/gsbi/gsbi-2010/exercise-1-2010>>
- Social Enterprise Institute and Social Value Lab (n.d.) Setting out your value proposition, viewed 12 August 2020, <<https://www.socialimpact.tools/en/guidance/3-identifying-your-value-proposition/3-5-setting-out-your-value-proposition/>>



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